



# CITY OF LODI

## COUNCIL COMMUNICATION

AGENDA TITLE: Policy on Private Directional Signs Located Within the Public Right of Way

MEETING DATE: April 15, 1998

PREPARED BY: Public Works Director

RECOMMENDED ACTION: That the City Council approve the recommended policy on the installation of permanent private directional signs located within the public right of way.

BACKGROUND INFORMATION: The City has installed decorative signing on main routes directing traffic to the Downtown/Civic Center area. These signs, and other concerns, have sparked interest by other organizations to install similar signs for their facilities. They include the Library, Hutchins Street Square, and, most recently, a formal request from the LOEL Center (see attached letter). Staff has concerns over the long-term ramifications of approving these requests, mainly sign proliferation, and has delayed responding in order to evaluate options.

### Options

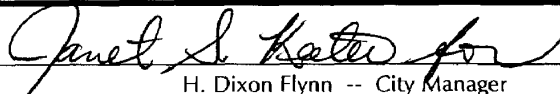
Staff sees three general policy options:

- 1) Restrictive - This option would be one in which only City operated/funded or other major public facilities would be signed. These would include the existing Civic Center/Downtown signs as well as the blue "Hospital" signs located on Kettleman Lane, the green "Grape Festival", "National Guard Armory", and similar signs approved by Caltrans along the State highways and ramps. City "funded" could allow such facilities as the Boys and Girls Club to be included. This policy would also, of course, include the Library and Hutchins Street Square.
- 2) Moderate - This option would allow non-profit, non-denominational organizations providing public services to have directional signs. This would include the LOEL Center, the Women's Center, and similar organizations. This could also be limited to those organizations receiving City funding, such as the Community Development Block Grant Program.
- 3) Open - This option would allow any non-profit or similar organization to have directional signs. This would include churches, lodges, clubs, and similar organizations which have a membership or specific clientele.

### Other Requirements

These options all begin on the basis that permanent signage for any commercial activity will not be permitted. This prohibition includes the type of directional/commercial logo signage allowed by Caltrans at highway ramps. All the options include the requirement that the requesting organization will pay for the signs and that there will be a limit as to the number of signs. In most cases, the limit would be four signs, allowing for two locations with two signs--one for each direction. Encroachment permits would be required and they would include design and maintenance provisions to City standards and the authority for the City to remove the sign(s) if not maintained. Presently, there is no fee for encroachment permits and staff intends to bring this fee issue back to the City at a later date.

APPROVED:

  
H. Dixon Flynn -- City Manager

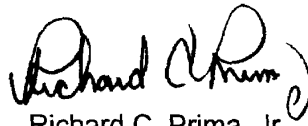
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April 15, 1998  
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Staff feels either Option 1) or 2) can be reasonably defined and administered and will not lead to sign clutter. Option 3), while workable, could result in placement of an excessive number of signs.

Recommendation

Staff recommends that Option 2, with the restriction of City funding and the "other requirements", be approved and that the Public Works Department administer the policy to the approval of the City Manager.

FUNDING: Not applicable.

A handwritten signature in black ink, appearing to read "Richard C. Prima, Jr.", with a stylized flourish at the end.

Richard C. Prima, Jr.  
Public Works Director

RCP/lm

Attachment

cc: Librarian  
Community Center Director  
Street Superintendent  
Associate Civil Engineer - Development Services  
Traffic Engineer  
LOEL Senior Center, Attn: Shelby Young, Senior Administrator

# LOEL

*Senior Center*

RECEIVED

98 JAN 28 PM 3:36

ALICE B. REIDONE  
CITY CLERK  
CITY OF LODI

Shelby Young,  
Senior Administrator

January 27, 1998

Mr. Jack A. Sieglock, Mayor  
City of Lodi  
City Hall  
221 West Pine Street  
Lodi, CA 95240

Dear Jack:

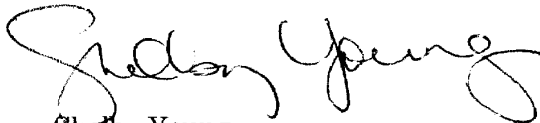
I hope you received the LOEL Senior Center newsletter and brochure and have enjoyed reading them. We are diligently working at increasing our programs and making the community more aware of who we are, what we do and where we are located. However, we are currently faced with a small obstacle that I would like your help in addressing.

I have been working with Richard Prima for the past four months in an attempt to have the city approve directional signs to be placed on East Pine Street and Lodi Avenue. The street signs are needed to assist new participants in locating the Center and increasing the city's awareness of the Center. At this time, Richard Prima has advised me to work with city council members to have these signs approved.

As you well know, the LOEL Senior Center has an ever-growing population as adults are becoming "retirees" everyday. With this need in mind, the LOEL Senior Center hopes that the city council will continue to value and support the services the Center provides and approve the requested street signs.

Please contact me at your earliest convenience to advise me on this issue. I sincerely thank you for your assistance in this matter.

Sincerely,



Shelby Young  
Senior Administrator  
LOEL Senior Center

encl. proposed street sign placement map



**LOEL Senior Center**  
***Proposed Street Sign Placement***



Office of the City Clerk

Lodi, CA

No 0092

Date: 4/17/98

Request for: Women's Center  
Lois Borchardt  
333-7684

They are not interested in directional  
signs as discussed at Council meeting -  
please call if anyone needs more info from  
Request Made by: Women's Center  
(Name)

(Address)

Due Date: \_\_\_\_\_  
(Telephone No.)

Completion Date: \_\_\_\_\_ By:   
Initial

CITY COUNCIL

JACK A. SIEGLOCK, Mayor  
KEITH LAND  
Mayor Pro Tempore  
ROBERT J. JOHNSON  
STEPHEN J. MANN  
PHILLIP A. PENNINO

# CITY OF LODI

CITY HALL, 221 WEST PINE STREET  
P.O. BOX 3006  
LODI, CALIFORNIA 95241-1910  
(209) 333-6706  
FAX (209) 333-6710

April 9, 1998

H. DIXON FLYNN  
City Manager  
ALICE M. REIMCHE  
City Clerk  
RANDALL A. HAYS  
City Attorney

LOEL Senior Center  
Attn: Shelby Young  
105 South Washington Street  
Lodi, CA 95240

SUBJECT: Policy on Private Directional Signs Located Within the Public Right of Way

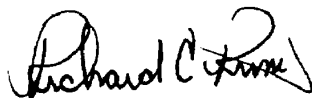
Enclosed is a copy of background information on an item on the City Council agenda of Wednesday, April 15, 1998. The meeting will be held at 7 p.m. in the City Council Chamber, Carnegie Forum, 305 West Pine Street.

This item is on the regular calendar for Council discussion. You are welcome to attend.

If you wish to write to the City Council, please address your letter to City Council, City of Lodi, P. O. Box 3006, Lodi, California, 95241-1910. Be sure to allow time for the mail. Or, you may hand-deliver the letter to City Hall, 221 West Pine Street.

If you wish to address the Council at the Council Meeting, be sure to fill out a speaker's card (available at the Carnegie Forum immediately prior to the start of the meeting) and give it to the City Clerk. If you have any questions about communicating with the Council, please contact Alice Reimche, City Clerk, at 333-6702.

If you have any questions about the item itself, please call Richard C. Prima, Jr., Public Works Director, at 333-6759.



Richard C. Prima, Jr.  
Public Works Director

RCP/do

Enclosure

cc: City Clerk